

||om shree ganeshay:||

Industrial Training

In

B.B.A.

Ratna V. Vyas
BBA, MBA, UGC – NET

Chirag V. Vyas
MBA, E-Commerce

ISBN : 978-81-908893-2-2



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Disclaimer

This book is a compilation of Information, techniques and methods used in different business schools, business administration colleges, universities, different corporate houses and even industries.

The Authors, however, make no claim for its effectiveness or its 100% relevance with any institute or university. The Information and content offered in this book is experienced and research based knowledge. It has been applied by the reader with his or her judgment and discretion. Because people's lives varies in circumstances and situations and even their training also varies depending upon the industry and its policy about training so the same rule doesn't apply to everyone. In case of any doubt consult the professionals or the concerned authority official appointed by the institute or college or refer the rules regarding training provided by the concerned university.

The authors and Publisher of this book are not responsible in any manner for any injury that might occur through following the instructions laid down in this book.

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Chirag V. Vyas

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Preface

"Success Comes to People who dare to DREAM"

The sentence that has virtually transformed our life, sending us on the path of constant and never ending improvement. In this captured the very essence, the very nectar of our book "Industrial Training in B.B.A."

Welcome to the world of opportunities where you can get the best place where you can get explore about industrial training. The contents of this book are based on practical experiences and learning, highlighting the importance of industrial training in Bachelor of Business Administration Program offered by different institutions across India affiliation with their respective universities.

Industrial Training is the fundamental requirement to make the BBA program more effective and towards practical approach. This book also explores some of the aspects like how to approach the company, factors to be considered before, during and after industrial training.

Here the reader will find some of the practical tips, do's and don'ts during industrial training and many more points like how to approach the industry, effective letter writing, what information needs to be collect for the report writing and the duration period of Industrial training.

Ratna V. Vyas

Chirag V. Vyas

Date : January, 2011.

Gratitude Expression

Words cannot express the gratitude in our heart for all the people who are directly or indirectly connected in the success of this book.

We are grateful to lord ganesh with his blessings only we are able to complete this book successfully. We are also grateful to all the gods and goddesses for their best blessings with us.

We are grateful to our parents

Mr. VINAYAKBHAI D. VYAS Retired suprintendent custom and Central excise and Mrs. ILABEN V. VYAS Owner ILA *Academy* without their kind support we are not able to complete our first book.

We would like to express our gratitude to the following people for making this book possible.

We are Grateful to Dr. Dilip Barad - Department of English, Bhavnagar University, Bhavnagar, Mr. Himat Pandya - Pharmacy College and Dr. Sunil Sharma - Principal, Valia arts and Mehta Commerce College, Bhavnagar for their valuable inputs to make this book more effective.

We are grateful to Dr. G.D. Acharya - Head Fabrication Technology, Sir Bhavsinhji Polytechnic Institute, Bhavnagar and Mr. V.G. Kargasthala for their support in industry connectivity. We are also grateful to Industry people of Bhavnagar, Rajkot, Baroda and Surat (Hazira).

We are Thankful to Shri Jayeshbhai Shah - Navbharat Sahitya Bhandar, Book Mark and Shri Gunvantbhai Dave - Wilson Print City for their kind support as publisher.

We are Grateful to Mr. Shashank Joshi Bhavnagar University, Bhavnagar for his all kind of support. We are also grateful to Himanshu Joshi Shree Shivam Corporation and his staff for printing support.

We are grateful to Dr. V.P. Mohandas - Chairman KPES Society, D. Thangachan - General Secretary KPES Society and faculty members of the KPES College including Miss Nazneen Sheikh, Mr. Jay Pandya, Mr. Bhavesh Jani, Mr. Jagat Bhatt, Mr. Vivek Bhatt, Miss. Sweta Shah, Mrs. Saroj Vats and Mrs. Minal Mehta Who all provided us the best motivation in completing the book that is moral support.

We would like to take the opportunity to express the gratitude in our heart for our friends Disha, Urvashi, Shailly, Madhav, Chintan, with their true support only we are able to make this dream into reality Thank you all you people we love you a lot so keep be our friends forever.

We are also thankful to our students Viraj Bhatt, Pratik Vaghani, Yatin Lakum, Sidhi Jha, Mariyam Battiwala, Avani Fatnani, Urmish Siddhapura, and all the other students of KPES College without their huge support we may not be able to prepare this book.

At last thankful to all the people who believe in us.

Thank You All

Ratna V. Vyas

Chirag V. Vyas

Contents

Introduction.....	1
What is Industrial Training?.....	3
Objectives of Industrial Training.....	5
Approaching the Company.....	6
Before Industrial Training.....	8
During Industrial Training.....	9
After Industrial Training.....	16
Report Writing.....	17
Do's and Don'ts of Report Writing.....	18
Viva / Presentation Preparation.....	20
Sample Report Format.....	22

Introduction

"Nothing is Permanent Except change". In a World where change is the only constant every organization or even an individual has to keep on changing them selves on time to time basis to compete with the competing world.

Let's take communication system as an example in the early phase of communication system people where sending their messages through birds than the process got a spark of change and it burnt out with new ways like telephone, pager (in India just for a short time) etc. In 21st century computer, Internet and mobile plays a vital role in effective and faster communication.

In the same way the early phase of education is limited to the classroom only but now in 21st century professional education become the need of the hour. Here the people have to "Think beyond Chalk and Talk™". With the need of Management professionals by the industry the course called Bachelor of Business Administration (B.B.A.) born in the field of professional education.

Bachelor of Business Administration (B.B.A.) is a professional program offered by the different institutions in India with the affiliation of their respective Universities. In this program learners will get the knowledge about the fundamental concepts of Management which includes general management, marketing management, human resource management, finance management and even in some institutes are also imparting the knowledge about strategic business management.

With the management aspects learners are also able to get the knowledge about economics and business environment. In most of the BBA colleges students are also required to get the knowledge about business law, research methodology with the technical subject like Computer Application in Business.

In Short if we can say about this it is the fundamental base for Master of Business Administration (M.B.A.)

Objectives of BBA Program

- To impart professional management education to deal with the competitive market.
- To make learners aware about the environment in the corporate world
- To prepare learners industry ready
- To impart the skills required by the industry like Leadership skills, Managerial skills, negotiation skills, conflict management skills, marketing skills etc.
- To create the best persons in the world with at least a little drops of ethics and values in life.

What is Industrial Training?

"Industrial Training is not only the part of BBA program but it is the Heart of the BBA program" - Chirag V. Vyas

Its true that industrial training is not only the part of the BBA program it's the heart of the BBA program because it is not only providing the knowledge to the learners about the project and report writing but also helping the learners to get the practical knowledge about what they are learning in the class room.

According to Chirag V. Vyas, "Industrial training is an activity where learners are required to approach the industry and get the practical knowledge about the theoretical concepts learn in the classroom"

Ratna V. Vyas defines "Industrial Training is a process starting with the step approaching the company and ends with report writing and presenting the report"

Industrial training is an important component of BBA program as it helps the learners to step out of the college and get a taste of the world outside it. When we say world outside means corporate world and the society in general. If learners want to implement industrial training successfully he/she has to exercise the best of their managerial skills and communication skills.

After Completing Industrial training when you analyze yourself about the skills you employed it would invariably include interpersonal skills, survival skills, decision making skills, time management, leadership skills, networking, team work, interviewing skills, listening skills, resourcefulness, ability to think on your feet, stress management empathy and good communication skills.

Industrial training deals with operational level strategies applied by different industries. Learners are expected to do the industrial training with at least three subjects Marketing, Human Resource and Finance, Which will help them to get an in-depth understanding of the concepts and their application in the real world.

Learners of BBA program will require to undergoing for at least 15 days training but it may vary according to institute's policy. Some institutes expecting 5 to 6 week training from the learners.

On Completion of Industrial Training learners of BBA program required to prepare a project report. During viva learners are required to face the questions asked by the panel of experts from their respective universities.

Objectives of Industrial Training

The Following are the major objectives of Industrial training:

- To motivate the learners to apply concepts from the subjects to the real world situation.
- To enable the students to adopt "Deep Approach" to learning and foster reflective skills.
- To enhance the confidence of the students and equip them well for the interview and such other activities.
- To help the learners develop their oral and written communication skills. Reports are the real fact of life in today's environment.

Approaching the Company

"First Impression is the Last Impression"

This is the most important part of any management program while planning industrial training and which is popularly known as "Approaching the Company".

Here the learner is required to approach the company first for getting permission to be a part of industrial training. If you are not able to make good impression while approaching the company its very difficult not only for you to get the permission but it also adversely affect the college / institute 's reputation and in turn it will affect the future students who may likely to undergo the training at the same industry.

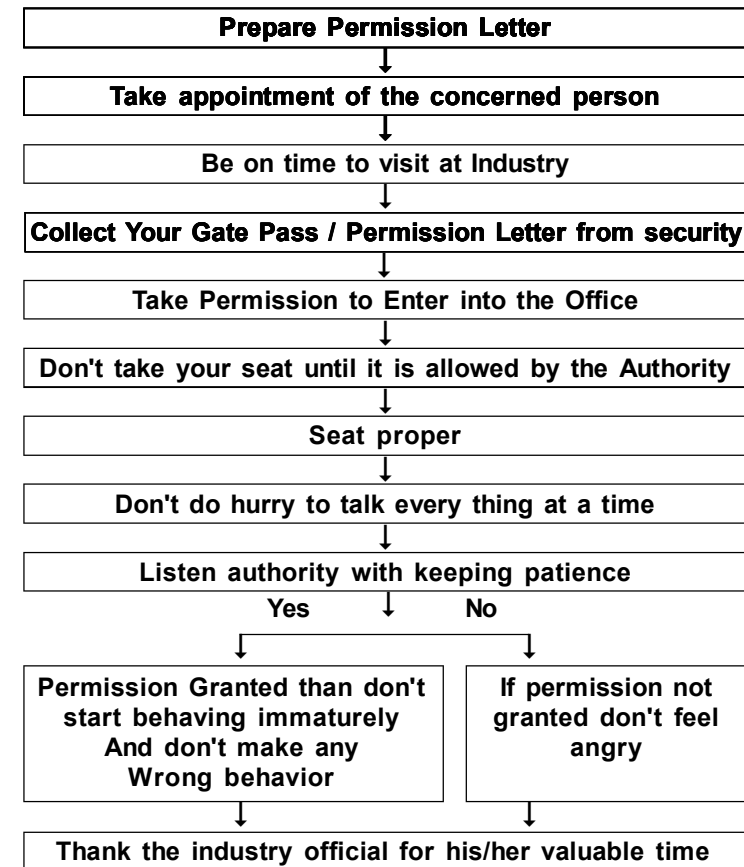
Follow the Following steps while approaching the company / Industry:

- ❖ Prepare Permission Letter
- ❖ Take appointment of the concerned person
- ❖ Be on time to visit at Industry
- ❖ Collect Your Gate Pass / Permission Letter from security
- ❖ Take Permission to Enter into the Office
- ❖ Don't take your seat until it is allowed by the Authority Person
- ❖ Seat proper
- ❖ Don't do hurry to talk everything at a time
- ❖ Listen authority with patience don't feel anxiety
- ❖ Permission Granted than don't feel jolly and don't make any wrong behavior
- ❖ If permission not granted don't feel angry
- ❖ Thank the industry official

Once you completed this process than get the permission letter and submit it to the institute or college. Only After informing to your department's concerned person you are required to start the industrial training.

Flow Diagram of the Process of Approaching the Company:

The following is the flow diagram of the Process of Approaching the Company:



Before Industrial Training

Before visiting any industry for Industrial Training the following points need to be kept in mind:

- Prepare Permission letter with the help of an expert or from the concerned faculty from your institute.
- Send it to the right address on the right person's name
- It should only be sent through Registered Post.
- Do the phone call on office number only after sending the permission letter to the concerned person in the industry
- Once the letter reached to the office of the industry wait for one day and on next day contact to the concerned person so he / she can perform all necessary activities in that day.
- Never give a chance to the industry people to say that "We will call you". Try to convince them that as per your time I will call you sir/madam.
- Once the letter and a telephonic talk completes then take the time to meet personally at industry for finalizing the industrial training schedule.
- At the time of meeting personally to the concerned industry people have a simple look, if possible use your college dress code or otherwise wear good casual clothes, for boys clean shave and neat socks is the necessity.
- While Meeting the personnel / HR officer and give your gentle introduction like your name, which institute you are representing and what are the objectives of doing this industrial training.

During Industrial Training

The Industrial organizations where you have been placed for training have gone out of their way to provide this facility. They are under no obligation to do this. Industrial people, workers as well as officers are very busy and can spare little time give from their normal schedule. It is not possible for them to attend always. However if you show sufficient interest and make efforts to learn you can be sure of getting help and guidance from them. Every Industry has its own organizational system developed over years of experience. Discipline from the normal practice expected to be followed and do your best to adopt yourself to the system prevailing in the concerned industry.

During the industrial training the learner is required to follow some of the following points:

- ❖ You should report punctually to the concerned organization on the specified joining date.
- ❖ You must observe the working hours of the organization where you are placed for industrial training and you will be entitled (during this training duration only) to such holidays as are admissible in the concerned organization.
- ❖ Under Certain circumstances, you may have to work on holidays and or on Sundays in the interest of your training.
- ❖ Your behavior under all circumstances should be that of a responsible officer and your conduct should be exemplary.
- ❖ You should respect the rank and file in the training organization and where ever necessary, should learn the skills even from the hierarchically lowest level of workers.

- ❖ In case if you have any difficulty regarding your training, you may approach the officer in charge of your training program. Note that you should not expect help as a matter of right. If you are helped, you should understand that it is favor.
- ❖ At place where you are asked to only observe things, you should show a high degree of interest and keenness so that you may be invited to do the job; if this is not possible you should observe the most important and significant things and study them in detail.
- ❖ You should take relevant reading material in the form of reference and textbooks with you.

During Industrial training learner is required to collect the following major four area related information:

Industry Information			
General Information of the Industry	Marketing Department Information	Human Resource Department Information	Finance Department Information

1. General Information of the Industry
2. Marketing Department Information
3. Human Resource Department
4. Finance Department

Now lets go in detail to understand what are the data and information needs to be collected during industrial training from each of the above said departments.

1. General Information of the Industry:

Here students are required to collect the following information as a part of General information of the industry:

General Information from the administration or general department

Here the students are required to study the following:

- ✓ Type of the Organization / Industry (Small/medium/ large seale)
- ✓ The organizational Structure of the Company
- ✓ Products manufactured / services rendered (Provide Detail Specifications)
- ✓ Details of the Technical, Managerial manpower employed in the organization.
- ✓ A layout diagram of the industry / organization.
- ✓ Inter relationships and functions of various departments such as Finance, Marketing, Production etc.
- ✓ Investment Pattern
- ✓ Sales turn over and profitability

Manufacturing / construction division:

Here the students are required to study the following:

- ✓ Plant and Equipments
- ✓ Jobs Performed
- ✓ Manufacturing processes
- ✓ Specialized Plants and machinery if any
- ✓ Job Cards and Work Allotments
- ✓ Materials used, specifications and inspection
- ✓ Time and motion standards
- ✓ Working drawings and their interpretations

Quality Control Division:

Here the students are required to study the following:

- ✓ Indian and International standards for the products manufactured in the enterprise.
- ✓ Quality control methods using in the enterprise.
- ✓ Measuring instruments and their use.
- ✓ Quality Control Reports.
- ✓ Total Quality Control and Management in the Enterprise.
- ✓ Rejection Rates and Suggestions for improvements.

Research and Development / Design Division:

Here the students are required to study the following:

- ✓ Plans for the development of new products and processes
- ✓ The nature of work undertaken in R & D and design section
- ✓ Preparation of working drawings
- ✓ Prototype development and testing
- ✓ Use of the computers in drafting and design work.
- ✓ Product Life Cycle for different products of the enterprise

Stores and Purchase Department:

Here the students are required to study the following:

- ✓ Purchases and issue process in the stores
- ✓ Process for incoming material inspection, acceptance and record keeping
- ✓ Storage and maintenance of material, bought out components and sub- assemblies etc.

- ✓ Methods of Inventory Control and management
- ✓ Material Handling in the Enterprise
- ✓ System for Indenting spares required by the maintenance department
- ✓ Use of Computers in Inventory control and other operations in the enterprise

Repair and Maintenance:

Here the students are required to study the following:

- ✓ Prevent maintenance schedule and procedures for maintenance of plant, equipment, machineries, and structures
- ✓ Breakdown maintenance taking place in the organization. Try to identify the reasons for these breakdowns
- ✓ Procedure for estimating the production loss because of breakdown in plant, equipment and machinery and suggest the ways and means to reduce it.
- ✓ Safety measures undertaken in the enterprise
- ✓ Repair and reconditioning procedure for components and equipment

2. Marketing Department Information:

Here students are required to collect the following information as a part of Marketing department Information of the industry:

- ✓ Marketing Strategies
- ✓ 4 Ps of Marketing
- ✓ Distribution Channel and Level of Distribution Used by the Organization
- ✓ Advertising Budget and Advertising Programs

- ✓ Use of different Media i.e. Print and Broadcasting
- ✓ Sales Promotions
- ✓ Public Relations
- ✓ After Sales Services
- ✓ Consumer Satisfaction surveys if Conducted by the Industry
- ✓ Other marketing related areas
- ✓ International Marketing Strategies if Applicable

3. Human Resource / Personnel and Administration Department Information:

Here students are required to collect the following information as a part of Human Resource department Information of the industry:

- ✓ Kind of administration style in the enterprise
- ✓ Communication system in the enterprise
- ✓ Leadership styles in the enterprise
- ✓ Motivational tools used by the enterprise
- ✓ Application of creativity and innovativeness in the enterprise
- ✓ Wage and Incentive system
- ✓ Safety and Security Measures for the employees
- ✓ Performance Appraisal Systems
- ✓ Recruitment and selection methods
- ✓ Training areas
- ✓ Other Human Resource Department related information if provided by the industry

4. Finance Department Information:

Here students are required to collect the following information as a part of Finance department Information of the industry:

- ✓ Working Capital Management
- ✓ Application of Financial Analysis and planning
- ✓ Capital Budgeting
- ✓ Capital Structure of the Organization
- ✓ Sources of Finance
- ✓ Ratio Analysis
- ✓ Other finance related information if provided by the industry

After Industrial Training

After Successful completion of the Industrial training students are required to follow the following points:

- First send a thanks letter to the training incharge and a copy to personnel officer for providing permission and his/her valuable time and inputs.
- With this you are required to collect the Certificate of Industrial Training which is mandatory by the respected universities.
- Certificate should be in the same format as defined by the institute / university
- Gather all the data, prepare a computerized copy, arrange it in a proper sequence and prepare the report
- Once the first version of the Industrial report prepared, send it to the concerned faculty guide of your institute for evaluation and corrections.
- Once the evaluation and corrections completed, you are required to prepare a final copy of the report.
- In the final copy you are required to attach the copy of original certificate of industrial training
- Prepare a report in the prescribed format as given by the university / institute
- Prepare the Report in Multiple Copies as if it required to submit at different places like One copy for the Industry, One copy for the University, One copy for college/Institute (Not Necessary in every case) and One Copy for your own self as it required to be present in future during interview for any job as you are going to mention this project in your resume

Report Writing

It is not enough that as a part of industrial training students have collected all the data required. It is also necessary that the data and information collected must be properly arranged and systematically prepared a report on industrial training.

Any Report serves its purpose, if it is finally presented before the stakeholders of work. It is a BBA student's project work in any Industrial Enterprise, the research report of the scholars would help in achieving the intended academic purpose, if they are made public. That is why the presentation of a report goes along with preparation of good report. Further, the use of Graphs, Charts and Citations, pictures, would definitely draw the attention of audience of any time.

❖ Common Elements of a Report

A report may contain some or all of the following, please refer to your departmental guidelines

- Title Page
- Executive Summary
- Table of Contents
- Introduction
- Contents / Discussion (Total Details about Industrial Training)
- Conclusion
- Recommendations (If any)
- Bibliography and References (If any)
- Annexure / Appendices

Do's and Don'ts of Report Writing

The following are dos and Don'ts of Report Writing

- Choose a font size that is not too small or too large; 12 is a normally good font size to use.
- Acknowledgement need not be a separate page, except in the final report. In fact, you could just drop it altogether for the first and second stage reports. Your guide already knows how much you appreciate his/her support. Express your gratitude by working harder instead of writing a flowerily acknowledgement.
- Make sure that your paragraphs have some indentation and that it is not too large. Refer to some text books or journal papers if you are not sure.
- If figures, equations or trends are taken from some reference, the reference must be cited right there, even if you have cited it earlier.
- The Correct way of referring to a figure is Fig. 5 or Fig. 1.5 (note that there is a space after Fig.) The same applies to Section, Equation, etc. (e.g. Sec. 2, Eq. 3.2).
- Cite a reference as, for example, "The threshold voltage is a strong function of the implant dose [01]." Note that there must be a space before the bracket.
- Follow some standard format while writing references. For example you could look up IEEE transaction issue and check out the format for journal papers, books, conference papers, etc.

- Do not type references (for that matter, any titles or captions) entirely in capital letters. About the only capital letters required are :
 - The First Letter of a name
 - Acronyms
 - The First Letter of the title of an Article
 - The First Letter of a sentence
- The order of references is very important. In the list of your references, the first reference must be the one which is cited before any other references, and so on. Also, every reference in the list must be cited at least once (this also applies to figures). In handling reference and figure numbers, Latex turns out to be far better than word.
- Do not make one line paragraph
- Always add a space after a full stop, comma, colon, etc.
- Do not add space before a full stop, comma, colon etc.
- Do not use "&" ; write "And" instead.
- Whenever in doubt, look up a text book or journal paper to verify whether your grammar and punctuation are correct.
- Do a spell check before you print out your document.
- Above all, be clear. Your report must have a flow, i.e. the reader must be able to appreciate continuity in the report. After the first reading, the reader should be able to understand (i) Overall theme and (ii) What is new in this report

Viva / Presentation Preparation

Presentation of a report is also as important as preparing the report. So While preparing the presentation of a report, students have to focus on the following issues:

- ✓ What is the purpose of the report and the matter on which the presentation has to focus?
- ✓ Who are the stakeholders and their areas of interest
- ✓ The Mode and media of presentation
- ✓ Extent of coverage and Depth to address at
- ✓ Time, Place and Cost associated with presentation
- ✓ Audio - Visual Aids intended to be used

During Viva the following points need to be taken care:

- ✓ Listen the question being asked by the member of viva panel
- ✓ If two or more persons are there for taking viva than start giving answer with who asked the question and than look also to others seating there as viva panel members
- ✓ Be prepared for any type of questions even may be they ask from outside the report or very common type questions
- ✓ If you don't have the idea regarding the question's answer asked by the viva panel member than inplace of giving round round answer it is better to directly say sir I don't have idea about this question's answer.
- ✓ Thank all the panel members and wish them have a nice day sir / madam

Sample Report Title Page

An Industrial Training Report On ILA Manufacturers Pvt. Ltd.

Date of Submission

10 / 05 / 1983

: Guided By :

**Mr Chirag V. Vyas
Lecturer**

: Prepared By :

**Viraj Bhatt
Roll No.: SYBU203007**

B.B.A. Department

ILA College

**Affiliated to ILA University,
Bhavnagar**

Sample Report Format

Title Page (Don't Write This Line)

An Industrial Training Report On ILA Manufactures Pvt. Ltd

Date of Submission

10 / 05 / 1983

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Mr Chirag V. Vyas
Lecturer

: Prepared By :
Viraj Bhatt
Roll No.: SYBU203007

B.B.A. Department
ILA College
Affiliated to ILA University,
Bhavnagar

Certificate of the Industry (After Title Page)

ILA Manufacturers Pvt. Ltd.

GIDC Chitra Bhavnagar

Date:

To Whom It May Concern:

This is to Certify that **Miss. Viraj Bhatt** SY BBA
Student of ILA College, Bhavnagar, has successfully
completed her industrial training in our company.

She has under gone the training at our company from
March 01, 1983 to April 08, 1983

During her training period she has performed her all
the task effectively

I wish her a great success in her life.

Sign of the Authority

Name and Designation

Table of Contents

(This is just a sample table of contents it may vary according to the report)

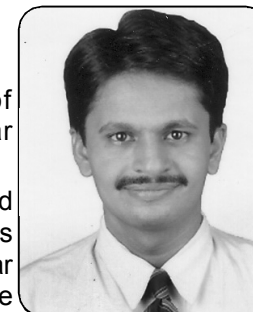
A report may contain some or all of the following, please refer to your departmental guidelines

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- Bibliography and References (If any)
- Annexure / Appendices

About Authors

Mr. Chirag V. Vyas

M.B.A. E - Commerce



He has completed his bachelor of commerce in 2003 from Bhavnagar University, Bhavnagar, Gujarat, India.

After Completion of B.com. he has joined TATA Tele services as Direct Sales Executive. After Getting around one year experience he has enrolled himself in the MBA program of Sikkim Manipal university of Health Medical and Technological Science, Sikkim, Gangtok through Distance Education Mode. During his MBA study he has presented around 5 research and review articles in different national and international conferences. After Successful completion of MBA with dual specialization Marketing and Human Resources he got the opportunity in academics. He has joined Swami Shahjanand College of Commerce and Management popularly known as SSCCM in Bhavnagar Gujarat India and He has worked for 3 years as Lecturer in the KPES College, Affiliated to Bhavnagar University, Bhavnagar, Gujarat, India.

He is also working as management training consultant in Centre for Entrepreneurship Development (CED), Bhavnagar. He is one of the youngest members in Board of Studies - Faculty of Management, Bhavnagar University, Bhavnagar. He is also appointed as member in Syllabus committee by UGC and Bhavnagar University Bhavnagar for the Academic Reforms.

His total 19 research and review articles selected in different national and international level conferences. His two articles were published in International journals.

He has started first e-portal of Bhavnagar www.bhavnagaronline.org which has achieved 5,00,000 hits in just two years. He is also managing his own IT company popularly know as ILA Creative which is going to launch education portals of all the district heads of Gujarat State.

About Authors

Ms. Ratna V. Vyas

B.B.A., M.B.A.,

UGC – NET (Management)

She has completed her B.B.A. from Bhavnagar

University, Bhavnagar, Gujarat, India.

After Completion of B.B.A. She has joined MBA program of Sikkim Manipal university of Health Medical and Technological Science, Sikkim, Gangtok through Distance Education Mode.

After Successful Completion of M.B.A. with dual specialization Marketing and Human Resource she got the opportunity to work with BMS department, SNDT Women's university

She has cleared the University Grants Commission (UGC) NET exam for Lectureship in Management Subject.

She has also shared her expertise in BBA program of M.J. College of Commerce as Visiting faculty. She has also work with KPES College for the BBA program and now she is managing her own Institute called ILA Academy – first academy in bhavnagar for ugc net exam preparation.

Her 18 papers were selected at different national and international level conference. Her One article also published in an International Journal.



Feedback

Hi,

This is our first book, so, it may be possible that we made some mistakes like spelling mistakes or sentence formation. It may be even total wrong work in this book. So, we, Chirag and Ratna request you to provide us your valuable inputs / suggestions / feedback at the following:

: Email Id :

**chiragvyas2004@rediffmail.com /
chirag@bhavnagaronline.org**

or

: Send it to :

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